

I CLAIM:

1           1.       A method for conducting an electronic transaction between a first  
2 party and a second party, comprising:  
3           receiving payment instructions electronically from the first party by a third  
4 party;  
5           determining whether the first party has an existing checking account and  
6 credit card account with the third party;  
7           carrying out the instructions, the instructions directed at satisfying an  
8 obligation to the second party by the first party by debiting directly from the first  
9 party's existing checking account or credit card account, or a newly established  
10 account; and  
11           integrating financial services in satisfying the obligation of the first party to  
12 the second party.

1           2.       The method for conducting the electronic transaction of claim 1,  
2 wherein the second party receives payment via an automated teller machine  
3 (ATM).

1           3.       The method for conducting the electronic transaction of claim 1,  
2 wherein the first party and second party individually select their preferred method  
3 of payment in terms of timeliness of payment, guarantees, or fees.

1           4.       The method for conducting the electronic transaction of claim 1,  
2 wherein the electronic transaction occurs via the Internet.

1           5.       The method for conducting the electronic transaction of claim 1,  
2 wherein the third party is a bank.

1           6.     The method for conducting the electronic transaction of claim 1,  
2     wherein the first party establishes a relationship with the third party, by providing  
3     the third party information regarding a preexisting account with a separate  
4     institution used by the first party.

1           7.     The method for conducting the electronic transaction of claim 6,  
2     wherein the separate institution accepts an electronic debit.

1           8.     The method for conducting the electronic transaction of claim 7,  
2     wherein the third party debits the preexisting account via Automated Clearing  
3     House (ACH) debit.

1           9.     The method for conducting the electronic transaction of claim 1,  
2     wherein the first party makes payment into an account by using a credit card and  
3     the third party acts as a merchant.

1           10.    The method for conducting the electronic transaction of claim 9,  
2     wherein the transaction is "on-us".

1           11.    The method for conducting the electronic transaction of claim 10,  
2     wherein the credit card association fees are passed on to the second party.

1           12.    The method for conducting the electronic transaction of claim 11,  
2     further comprising:  
3         waiting to ensure funds are available to the third party prior to releasing any  
4     funds to the second party.

1           13.    The method for conducting the electronic transaction of claim 1,  
2     wherein the first party establishes a line of credit with the third party.

1           14.    The method for conducting the electronic transaction of claim 13,  
2           wherein the third party has experience with the first party and is willing to assume  
3           a risk.

1           15.    The method for conducting the electronic transaction of claim 1,  
2           wherein the first party and the second party have accounts with the third party,  
3           further comprising:  
4                transferring funds internally from the account of the first party to the  
5           account of the second party.

1           16.    The method for conducting the electronic transaction of claim 15  
2           wherein one of the accounts of the second party is a direct deposit account.

1           17.    The method for conducting the electronic transaction of claim 15,  
2           wherein one of the accounts of the second party is a credit card account.

1           18.    The method for conducting the electronic transaction of claim 1,  
2           wherein the financial services includes an overdraft protection.

1           19.    The method for conducting the electronic transaction of claim 1,  
2           wherein the financial services includes insurance coverage.

1           20.    The method for conducting the electronic transaction of claim 19,  
2           wherein the insurance coverage is insurance on purchased items.

1           21.    The method for conducting the electronic transaction of claim 1,  
2           wherein the financial services includes an escrow service.

1           22.    The method for conducting the electronic transaction of claim 21,  
2           wherein the escrow service includes withholding a transfer of funds to the second  
3           party until delivery conditions are met.

1           23.    The method for conducting the electronic transaction of claim 1,  
2           wherein the financial services includes account information protection.

1           24.    The method for conducting the electronic transaction of claim 23,  
2           wherein the first and second party do not have access to the other party's account  
3           information.

1           25.    The method for conducting the electronic transaction of claim 1,  
2           further comprising:  
3           placing a payment to the second party into a holding account.

1           26.    The method for conducting the electronic transaction of claim 25,  
2           wherein the second party is notified of the payment via email.

1           27.    The method for conducting the electronic transaction of claim 26,  
2           wherein the second party is provided an access code to retrieve funds from the  
3           holding account from an automated teller machine (ATM).

1           28.    A system for conducting an electronic transaction between a first  
2           party and a second party, comprising:  
3           a server configured to receive instructions electronically from the first party  
4           to a third party;  
5           a database configured to store information regarding whether the first party  
6           has an existing checking account and credit card account with the third party;  
7           wherein the instructions are directed at satisfying an obligation to  
8           the second party by the first party by debiting directly from the first party's

11 a database configured to store information integrating financial services in  
12 satisfying the obligation of the first party to the second party.

1           30.     The system for conducting the electronic transaction of claim 28  
2     wherein the electronic transaction occurs via the Internet.

1           32.     The system for conducting the electronic transaction of claim 28,  
2     wherein the second party is notified of a payment via email.

1           33.     The system for conducting the electronic transaction of claim 28,  
2         wherein the first party makes payment into an account by using a credit card and  
3         the third party acts as a merchant.